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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/981,156	10/17/2001	Adrienne Lewis	1248-R-01	5615
35811	7590	02/13/2004	EXAMINER	
IP DEPARTMENT OF PIPER RUDNICK LLP 3400 TWO LOGAN SQUARE 18TH AND ARCH STREETS PHILADELPHIA, PA 19103			MYHRE, JAMES W	
			ART UNIT	PAPER NUMBER
			3622	

DATE MAILED: 02/13/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

Interview Summary	Application No.	Applicant(s)	
	09/981,156	LEWIS, ADRIANNE	
	Examiner	Art Unit	
	James W Myhre	3622	MW

All participants (applicant, applicant's representative, PTO personnel):

- (1) James W Myhre. (3) _____.
 (2) Darius C. Gambino. (4) _____.

Date of Interview: 10 February 2004.

Type: a) Telephonic b) Video Conference
 c) Personal [copy given to: 1) applicant 2) applicant's representative]

Exhibit shown or demonstration conducted: d) Yes e) No.
 If Yes, brief description: _____.

Claim(s) discussed: 1 and 6.

Identification of prior art discussed: Von Kohorn (5,916,024).

Agreement with respect to the claims f) was reached. g) was not reached. h) N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: See Continuation Sheet.

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN ONE MONTH FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.

Examiner Note: You must sign this form unless it is an Attachment to a signed Office action.


 Examiner's signature, if required

Continuation of Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: Applicant Representative discussed the proposed amendment to the independent claims and how they overcame the cited reference. The Examiner pointed out several areas in the reference which seemed to at least imply the added features, but which may require changing the rejection from a "102" rejection to a "103" rejection as being obvious. The feature of compiling demographic data about the player and tailoring the advertising content to the individual player as in Claim 6 was also discussed. The Examiner indicated that he would review the reference for these features and would telephone the Applicant Representative with his finds by the end of this week.